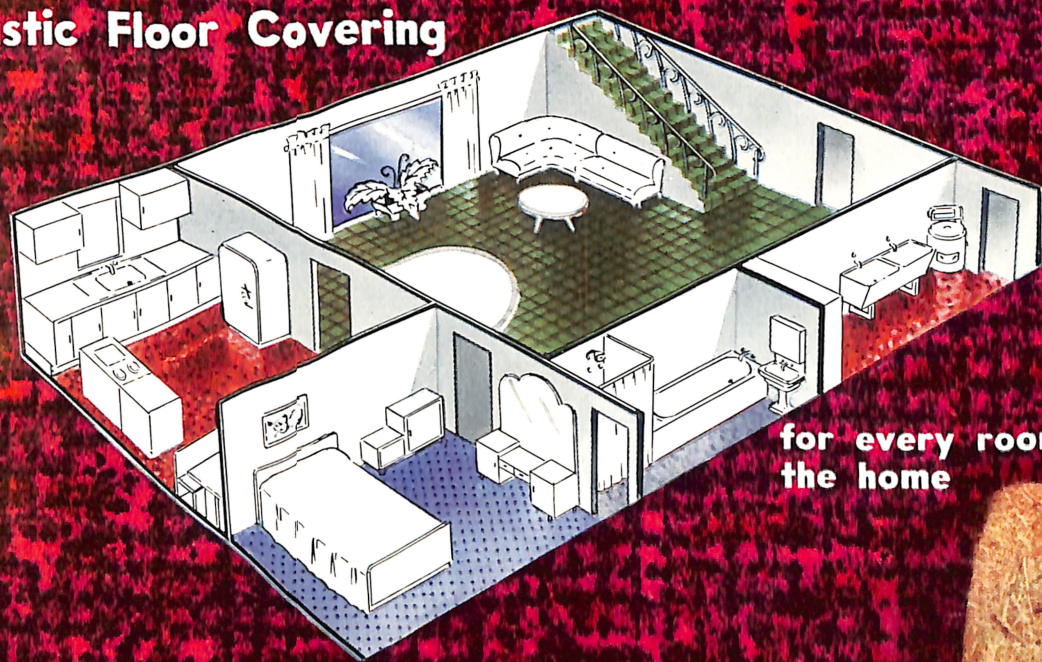


Rossella

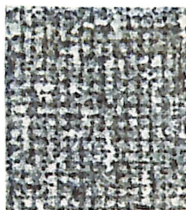
Plastic Floor Covering



for every room in
the home

Tough
PVC plastic
cushioned with
a bonded felt base

TWEED



GREY



ROSE



MAPLE



HEATHER

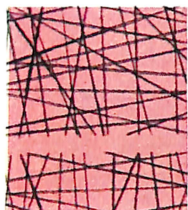


MUSTARD



GREEN

PATIO



MUSHROOM



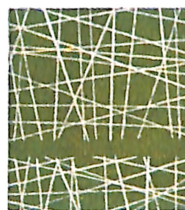
BLUE



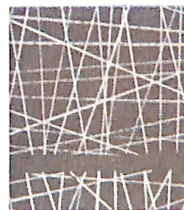
BLACK



RED



GREEN



GREY



YELLOW



PACIFIC
MARBLE



CARNIVAL



CHARCOAL



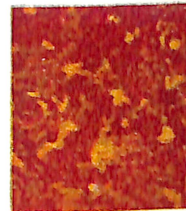
GLADE



TEAL



GRANITE

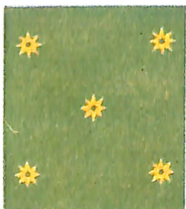


GLITTER

STARLIGHT



YELLOW



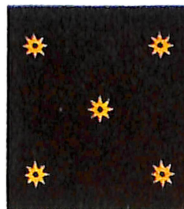
GREEN



BLUE



RED



BLACK



ATLANTIC
(MARBLE)

SOFT AND RESILIENT

cushions every step yet sharp heels, furniture leave no permanent indentations.



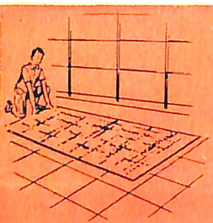
WONDERFULLY SILENT

to walk on — excellent soundproofing. Ideal for children's rooms.



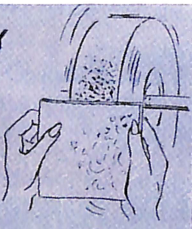
EASILY LAID

over any surface, even down stairs. Bends without cracking.



AMAZINGLY TOUGH

has withstood 80,000 revolutions of an abrasive wheel!



Rosella

The World's Most Modern Floor Covering!

Only recently released for general use in Australia, ROSSELLA is already the biggest home furnishing sensation in years! Housewives, home planners, interior decorators—all acclaim ROSSELLA **the most versatile floor covering ever invented.**

WHAT IS ROSSELLA?

Like all great ideas, ROSSELLA is basically simple. A tough layer of practically indestructible Polyvinyl Chloride plastic, bonded to a resilient felt base. The glowing colours and patterns are part of the plastic itself, sealed and protected under the glossy outside surface of pure P.V.C. which will not wear or even scuff; The felt underneath is triple-processed selected needleloom felt—soft, springy and resilient, a cushion of comfort and silence.

ROSSELLA outwears most other floor coverings yet it costs no more than ordinary A-grade lino.

FLATTER YOUR FLOORS WITH ROSSELLA

The World's Most Modern Floor Covering!

ROSSELLA — FULL 51" WIDE

FEATURES NO OTHER FLOOR COVERING CAN MATCH!

PERFECT FOR PUBLIC BUILDINGS — NEVER NEEDS POLISHING!

Schools, hospitals, factories, flats, hotels, canteens, offices and busy corridors—wherever large areas and heavy traffic mean maintenance problems with ordinary floor coverings, ROSSELLA saves money every week! No special cleaners needed, no polishes or polishing machines. Just a wipe over with a damp mop keeps ROSSELLA sparkling clean and glossy. Floor maintenance time and cost are cut to a mere fraction.

NEEDS NO POLISHING

no special cleaners or polishers needed, just a wipe with a damp mop.



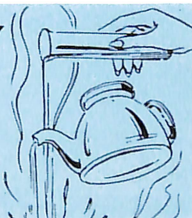
NON-SLIP SURFACE

— almost invisible surface texture gives perfect grip, even when wet.



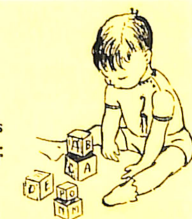
PRACTICALLY INDESTRUCTIBLE

— boiling water, hot grease, even acids and alkalis can't hurt ROSSELLA.



EXCELLENT INSULATION

— keeps floors warm in winter. Keeps heat OUT in summer.



Rossella

Matches any colour scheme, creates a bright new atmosphere right throughout the whole home.

Rich with through-and-through colour, sealed and protected under glossy super-tough plastic, ROSSELLA gives a new scope to interior design and decoration. The variety of patterns, the wide range of colours, make possible striking new colour schemes and boldly dramatic effects.

IN THE KITCHEN — the most walked-upon floor in the house (and the room where Mrs. Housewife spends so much of her time), ROSSELLA adds new colour and gaiety, stands up to the toughest treatment without showing it.

IN THE HALLS — where traffic is heaviest, ROSSELLA adds its warm and friendly welcome of colour.

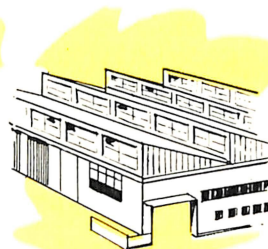
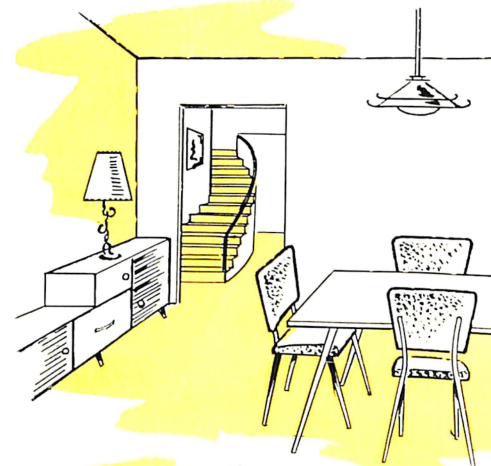
IN THE LOUNGE — a whole new world of decorating possibilities is yours with ROSSELLA. Colours to match and blend and contrast with any furnishing scheme—patterns to suit any style or period. ROSSELLA TWEED especially with its carpet appearance.

IN THE DINING ROOM — for restful meals, ROSSELLA stops all the usual noise and clatter. Spills wipe clean in a jiffy.

IN THE CHILDREN'S ROOMS — ROSSELLA keeps floors warm and cosy in winter, cool and comfortable in summer. Soft and resilient, it deadens all noise, acts as protective padding when little ones fall.

IN THE BEDROOMS — ROSSELLA means comfort and colour and easy-care beauty. All it ever needs is a wipe clean with a damp mop.

Rossella



PROVEN IN ACTUAL USE OVERSEAS FOR 16 YEARS, USED EXTENSIVELY BY AUSTRALIAN GOVERNMENT DEPARTMENTS, HOSPITALS, SCHOOLS, PUBLIC BUILDINGS — wherever long wear and low maintenance costs are necessary.

In the 4 short years since it was first imported into Australia ROSSELLA has been laid in 1,742 Government offices, hospitals, schools and other public buildings. So outstandingly successful has it proven in actual use, that most users have consistently re-ordered ROSSELLA for further installations.

ROSSELLA - the world's most modern floor covering!

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E. J. HART PTY. LTD.

89 William St., Sydney, N.S.W. FA 9789.

Available at all the best furnishing stores.

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